

**ABSTRACT**

A method of and system for providing a primary content file to a client device wherein the primary content file will vary based on the display (or other) parameters of the client device, which is referred to as device-based routing. The URL is assembled based on an additional parameter that is a client device identification code, which designates for example if the client device is a wireless device supporting WML content or HTML content, or perhaps a personal computer supporting HTML content.